

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary _ Public

Date: 6/28/2013

GAIN Report Number: JA3026

Japan

Post: Tokyo

The WASABI - Hot News from Japan Vol. 9 Issue 8

Report Categories:

Agricultural Situation

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Report Highlights:

FAS Japan Honors Japanese Supporters of U.S. AG Products and Young Farmers; FAS Japan Welcomes Yamagata Cherry Growers to the Embassy; ATO Japan Director Awards Winners of California Wine Promotion Event

General Information:

The Wasabi

HOT News from Japan – Vol 9, Issue 8
June 28, 2013



(From left to right: Agricultural Minister-Counselor David Miller, Mr. Junichiro Chidani, Representative, Future Farmers of Japan, Mr. Eijiro Sakaguchi, President, Shingu Shoko Ltd., Ambassador John Roos, Mr. Masakazu Uchida, Honorable Chairman, Kyoto Seika Godo Co., Ltd., Mr. Hiroto Nakajima, President, Toyo Nut Co., Ltd., and Mr. Tatsushi Ueshima, Chairman, UCC Holdings Co., Ltd.)

FAS Japan Honors Japanese Supporters of U.S. AG Products and Young Farmers: On June 19, 2013, Ambassador John Roos hosted a lunch to honor key players in the Japanese market who have continuously supported imports of U.S. food products. The lunch included a ceremony inducting honorees into the Foreign Agricultural Service (FAS) Third Annual U.S. Agriculture Trade Hall of Fame (HOF) in Japan. The HOF honors those companies that have been stalwart supporters of U.S. agriculture and food throughout the years. The five honorees represent some of the most influential agriculture-related organizations in Japan. Ambassador Roos thanked the group for their foresight, innovation, and most importantly, their continuous support of U.S. agriculture. Each honoree received a framed letter from the Ambassador that included his thanks and appreciation. FAS Japan has set up a special [Agriculture HOF website](#) where all honorees, present and future, will be acknowledged.



FAS Japan Welcomes Yamagata Cherry Growers to the Embassy: On June 17, 2013, a group of cherry growers from Sagae City in Yamagata Prefecture visited the U.S. Embassy in Tokyo. Foreign Agricultural Service (FAS) Japan hosted a marketing seminar for the group who came to Tokyo to study how their products are being distributed and marketed in Japan. FAS Japan staff shared their experiences of marketing U.S. agricultural products to foreign markets, including Japan. The Japanese government is currently promoting policies that encourage its farmers to look at opportunities in foreign markets. Both parties enjoyed a lively discussion about the branding of agricultural products and the opportunities and challenges of exporting to

foreign markets. Ambassador Roos participated in the seminar to greet the group and commended Yamagata for its delicious cherries and high quality rice.

ATO Japan Director Awards Winners of California Promotion Event: On June 20, 2013, Agricultural Trade Office (ATO) Japan Director Steve Shnitzler presented 2013 wine-by-the-glass awards on behalf of the California Institute. The awards are to honor the most successful participants in the Wine Institute program. The two-month long program that took place over April and May included 216 restaurants and wine bars from both the Tokyo and Osaka region. Winners ranged from French restaurants, such as Grand Cross in Tokyo, to a famous Japanese beef restaurant in Kobe called Aragawa. The program encourages establishments to offer California wines at reasonable prices to encourage diners to try more than one variety, therefore helping to educate the public on the variety and diversity of California wines. Winners of the promotion will participate in the California Wine Dreaming Tour, this August/September to learn more about California wines.



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